



Station Order Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, October 09, 2012 to Sunday, October 14, 2012

12438

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KTVX-TV

Program Name	DP	Days Length	Gross Rate	Tue Oct 09	Wed Oct 10	Thu Oct 11	Fri Oct 12	Sat Oct 13	Sun Oct 14	Total
KTVX 6a News 6:00 AM 6:30 AM	EM	M-F / 30	\$95.00 \$95.00	P3						1
KTVX 6:30a News 6:30 AM 7:00 AM	EM	M-F / 30	\$130.00 \$130.00	P3			1			1
The Doctors 9:00 AM 10:00 AM	DT	M-F / 30	\$125.00 \$125.00	P3			1			1
Ellen 3:00 PM 4:00 PM	EF	M-F / 30	\$250.00 \$250.00	P3	1					1
KTVX 4p News 4:00 PM 4:30 PM	EN	M-F / 30	\$165.00 \$330.00	P3			1			2
KTVX 4:30p News 4:30 PM 5:00 PM	EN	M-F / 30	\$165.00 \$330.00		1	1				2
KTVX 5p News 5:00 PM 5:30 PM	EN	M-F / 30	\$165.00 \$165.00		1					1
KTVX 6p News 6:00 PM 6:30 PM	EN	M-F / 30	\$200.00 \$400.00		1	1				2
Two & Half Men 6:30 PM 7:00 PM	PA	M-F / 30	\$400.00 \$400.00			1				1
KTVX 10p News 10:00 PM 10:35 PM	LN	M-F / 30	\$400.00 \$800.00		1		1			2
Station Gross Totals			\$3,025.00	3	4	3	4			14

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

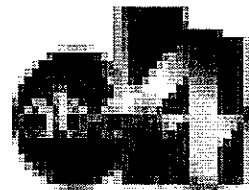
Date/Time Sent: 10/8/2012 9:03:31 AM

KTVX-TV

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suzannel@mediastrategies.com

ORDER



Orders
Order / Rev: 64307
Alt Order #:
Product Desc: ESTIMATE 12438
Estimate: 12438
Flight Dates: 10/09/12 - 10/14/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: CIA - O

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	14	\$3,025.00	\$2,571.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$3,025.00	\$2,571.25	0.00
Totals	14	\$3,025.00	\$2,571.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/09/12	10/09/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	-1-----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1-----					1	\$95.00		0.00			
E 2	KTVX	10/12/12	10/12/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	----F--	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$130.00		0.00			
E 3	KTVX	10/10/12	10/10/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	--1----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--1----					1	\$250.00		0.00			
E 4	KTVX	10/09/12	10/12/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	-1--1--	:30	2	\$165.00	P-3	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1--1--					2	\$165.00		0.00			
E 5	KTVX	10/10/12	10/11/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	--11---	:30	2	\$165.00	P-3	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--11---					2	\$165.00		0.00			
E 6	KTVX	10/10/12	10/10/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	--1----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--1----					1	\$165.00		0.00			